

# The importance of branding

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# The Importance of Branding



# It Starts With An Identity



# What Will Your Company Be Known For



Asia's world city  
亞洲國際都會

HONG KONG 香港



**Microsoft**  
Your potential. Our passion.

**HSBC**   
The world's local bank



**NOKIA**  
Connecting People



同一个世界 同一个梦想  
*One World One Dream*



*Impossible is nothing*



The Ultimate  
Driving Machine

# What Is Your Strength

**For 6 years running...  
1986, '85, '84, '83, '82, '81,  
Ford has designed  
and built  
the highest quality  
American cars and trucks.  
No other company can  
make this statement.**



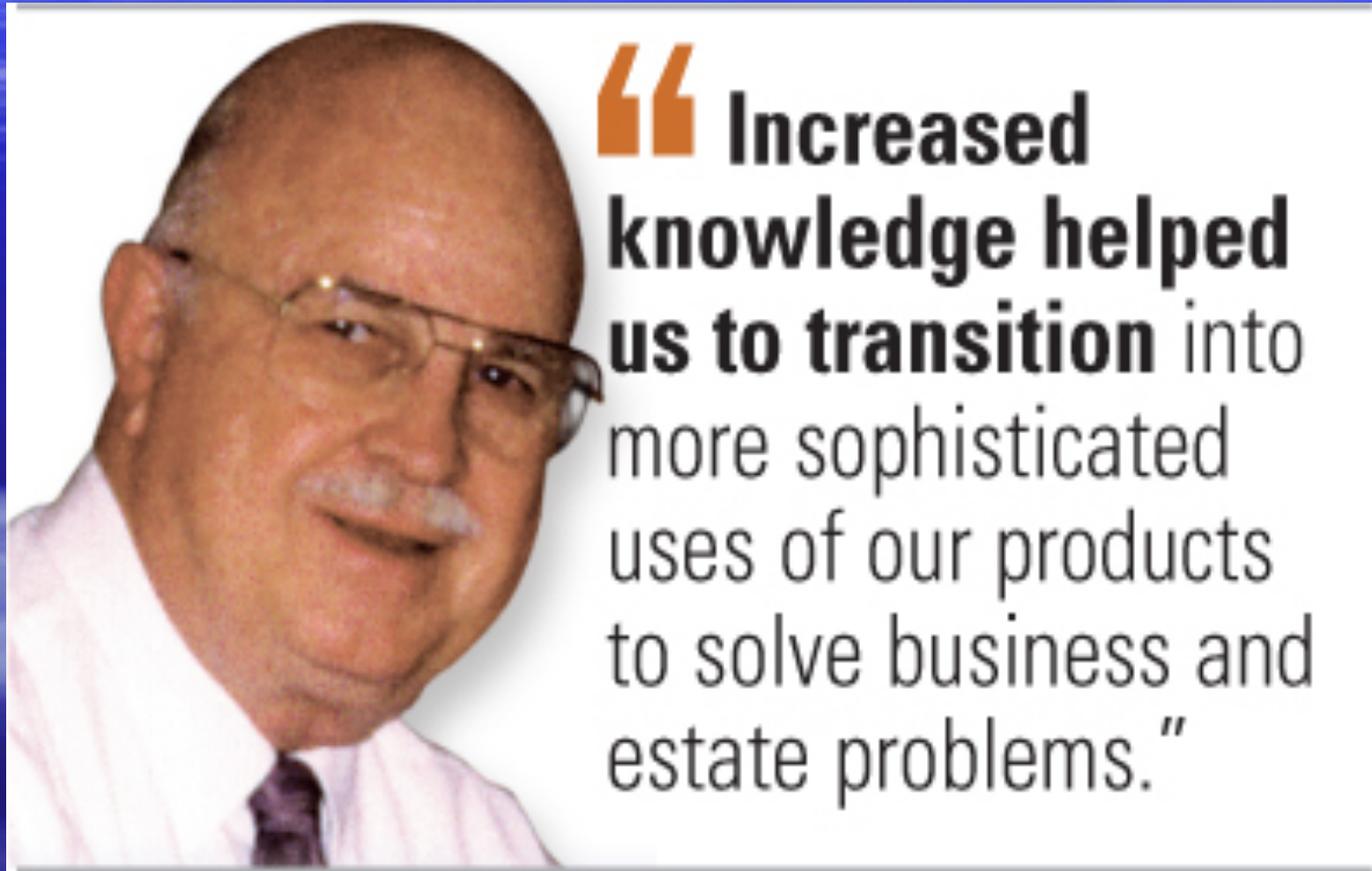
## **Quality is Job 1.**

Ford · Lincoln · Mercury · Merkur · Ford Trucks · Ford Tractors  
Based on an average of owner-reported problems in the first  
three months of service of '86 models, and in a six-month period  
on '81-'85 models designed & built in North America.



Buckle up—Together we can save lives.

# How Do You Expand On Your Strength



**“ Increased knowledge helped us to transition** into more sophisticated uses of our products to solve business and estate problems.”

How Is Your company recognized In  
the Market space in which you compete



2010  
**MOTOR TREND**  
**CAR<sup>OF</sup><sub>THE</sub> YEAR<sup>®</sup>**

# What Is Your Value Differential And Is It Contained In Your Brand



# Why is this Important



# Just being Good Is Not Good enough

## FROM LOUSY TO GOOD TO GREAT AT THE BOOKSTORE

At the core of every advice-based relationship, there is a tangible business value. For this bookseller, the difference between lousy and good service in one transaction is \$10, while the difference between good and great service is \$40.

SERVICE LEVEL	RESULT	SALES VALUE
<b>Lousy</b>	Fail to take the order and sell nothing to a sure prospect.	<b>\$0</b>
<b>Good</b>	Take an order, and sell the customer exactly what he asks for.	<b>\$10</b>
<b>Great</b>	Advise the customer to purchase not just what he asks for, but what he really needs.	<b>\$50</b>

The Devil is not in the Details  
Greatness is



# Understand the market place and Adapt



Lead the change that others will  
follow



# Let your Brand Be your Flag



Its more than just a slogan, it  
becomes the soul of your company

 Wharton School Publishing

THE  
**SOUL**  
of the  
CORPORATION

HOW TO MANAGE  
THE IDENTITY  
OF YOUR COMPANY

HAMID BOUCHIKHI | JOHN R. KIMBERLY

# Questions